COUNTRY JAM USA

GRAND JUNCTION, CO

2071212435

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PHILIP MORRIS USA
INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Deb Kronschnabel **DATE:** June 20, 1997

FROM: Kathy McGrath / Event Marketing

SUBJECT: **Country Jam USA - June 26-29, 1997**

Marlboro and Community Event Marketing will be a sponsor at the Country Jam Festival. Specific information is as follows:

EVENT: Country Jam Festival

DATES: June 26 - 29, 1997

TIME:

Thursday:	1:00 PM -10:00 PM
Friday:	10:00 AM -10:30 PM
Saturday:	10:00 AM -10:30 PM
Sunday:	10:00 AM - 8:30 PM

LOCATION: Grand Junction, CO

PROMOTER CONTACT:
Kara Gunderson
Country Jam USA
1711 South Hastings Way
Eau Claire, WI 54701
Phone: (715) 839-7500
Fax: (715) 839-7553

PHILIP MORRIS ACTIVITIES: As a sponsor of the Event, Philip Morris is entitled to the following:

- The exclusive right to distribute branded incentive items and conduct name generation activities among smokers, 21 years of age and older, at locations at the Event;
- The exclusive use of four 10' x 10' kiosks (provided by Philip Morris) at the Event for the purpose of name generation activities;
- The right to display banners and signage on and around the kiosks;
- A sufficient number of staff badges and parking passes for all individuals working at Philip Morris promotional locations at the Event;
- 6 complimentary one-day general admission tickets for each day of the Event;
- 8 complimentary four-day general admission passes to the Event; and
- 1 complimentary sponsor parking pass for each day of the Event.

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COMMUNICATED MS MAIL 6/20/97 TO SOM. SOM SHOULD FORWARD THIS INFORMATION TO APPROPRIATE PERSONNEL IN SECTION. NO HARD COPIES PROVIDED BY NYO. FOR INTERNAL USE ONLY.

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FIELD SALES CONTACT:

Mr. James Yeager
Philip Morris USA
8822 S. Ridgeline Blvd.
Highlands Ranch, CO 80126
Phone: (303) 791-8644
Fax: (303) 791-0066

SHIPMENT OF MATERIALS:

The materials listed below have been shipped to:

Mountain Moving & Storage
597 25th Road
Grand Junction, CO 81505
Phone: (970) 245-7676
"Hold For Phoenix Marketing"

Inside delivery has been requested. Materials should arrive **no later than June 23, 1997**.

Quantity	Item
7,200	Generic Lighters

NOTE: All residual materials must be shipped to the location of the next event.

MANPOWER:

Phoenix Marketing will handle all on-site Marlboro activities

If you have any questions or concerns, please contact me at (212) 880-3984.

cc:
S. Anderson
S. Bellissimo (Phoenix Mkt.)
I. Broeman
K. Cutshall
J. Czamecki
D. Fernandez
J. Fontanez
P. Inmann
D. Hingst
J. Murillo
V. Murphy
S. Reich
R. Sullivan
A. Tan
J. Yeager

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